

European Launch of RAID Controllers

Client: AMCC Storage/3ware

Objective: To position AMCC Storage/3ware as performance leader in SATA RAID controllers.

Activities: With no European marketing resource, 3ware outsourced all day-to-day European marketing activities, including direct marketing, events, advertising and PR. 3ware and its executives were positioned as key players in the development of SATA technology and key titles were targeted to ensure the thought-leaders in the industry became strong supporters of 3ware. Review systems were placed with labs across Europe validating 3ware's performance claims.

Results: The programme ensured that 3ware became the largest supplier of SATA RAID controllers in Europe and generally acknowledged as the performance leader, with no other hardware RAID supplier able to establish a performance advantage.